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Tuesday, September 8, 2009

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September 30 Designated as *Higher Education Day 2009*

Madison, September 8, 2009 - Treasurer Dawn Marie Sass announced today that Higher Education Day 2009 will be held Wednesday, September 30. Treasurer Sass has joined together with Governor Doyle and First Lady Doyle, Lt. Governor Lawton, Secretary of State La Follette, and State Superintendent of Public Instruction Evers to set aside September 30 to raise awareness of higher education opportunities in the State of Wisconsin.

"2009 marks the fourth year we will celebrate Higher Education Day in the state of Wisconsin. I'm hoping that by focusing on one day we will build enough momentum to spread the message all year long. By joining together our constitutional officers along with our education partners, we are looking forward to the September 30 events," Sass said. "Last year, we had over 25 events in a dozen cities and this year will be even bigger thanks to the partnerships we've formed."

Higher Education Day has been created in collaboration with the following list of partners:

- Wisconsin Association of Independent Colleges and Universities
- Wisconsin Association of Student Financial Aid Administrators
- University of Wisconsin System
- Wisconsin School Counselor Association
- Great Lakes Higher Education Corporation
- KnowHow2GO Wisconsin
- Wisconsin Covenant
- Wisconsin Educational Opportunity Programs
- Wisconsin Department of Veterans Affairs
- Wisconsin Technical Colleges System

Both the education partners and constitutional officers will be holding activities throughout the state on Wednesday, September 30. In addition, organizers have created a website with more information about events and resources to create your own Higher Education Day event at <http://highereducationday.wi.gov>. The website will be updated daily with news and event information.

Higher Education Day is set aside to raise awareness among all citizens that higher education in Wisconsin is accessible and to inspire students of all ages to reach for post-secondary education as a goal. Higher Education Day will also provide information about financial aid, ways to save for college and other education resources.

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